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## BACK BAY: CONDITION OF THE HOUSING STOCK

Housing Age and Condition - Census Data

For purposes of comparison, the census data on housing unit conditions has some utility; the intrinsic value of the data however is to be questioned. A more reliable and definitive description of residential building condition is presented later, based on the local B.R.A. survey of building conditions throughout the city.

According to the 1960 Census data, residential units in Back Bay are generally in slightly better condition than is the average for housing units throughout the city. Approximately one of six units within the area is considered not in sound condition. This compares favorably to slightly over one out of five for the entire city. The bulk of unsound units in Back Bay are considered only deteriorated. The 15% of all units so classified is slightly below the city norm. Only 1% are adjudged as dilapidated, a percentage but one-fourth the city-wide figure.

This high quality of residential units attests to both the original construction standards and the present economic vitality of most of the area. Almost no new residential construction occurred in Back Bay between 1940 and 1960. According to Census data, 99.5% of the present units are in structures built before 1940, and as is well-known most of the area was developed during the 19th century.

Condition of Residential Structures - B.R.A. Survey

On the basis of the recent survey of condition of structures conducted by the B.R.A., the quality of housing in the Back Bay is markedly superior to the city in general. Only 14% of residential





structures need extensive minor repairs, and but 1% require major repairs.

For the 4 major survey areas within Back Bay the expected relationship between income level and housing condition is evident. The highest income area bordering the Charles River has but 5% of residential structures in need of extensive minor repairs and none requiring major repairs. The other high income area bordering the north side of Boylston Street has but a slightly higher percentage of substandard units. The low income neighborhood between Massachusetts Avenue and the Prudential Center site contains 46% substandard units, though for the preponderance of such units major repairs are not required.

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1900

BACK BAY GNRP R-47

CONDITION OF STRUCTURES: All and Residential

	All Structures		Res. Structures	
	#	%	#	%
A	370	19.2	277	19
B	1273	66.1	948	65.2
C	262	13.6	210	14.5
D	<u>21</u>	<u>01.1</u>	<u>17</u>	<u>1.2</u>
	1926	100	1452	99.9





## BACK BAY: EXISTING ECONOMIC CHARACTERISTICS

### Labor Force Participation:

For persons fourteen years of age and older in Back Bay, the rate of participation in the labor force is significantly higher than the rate for Boston or the region as a whole. This characteristic does not apply to the male population within Back Bay, as their rate corresponds with the city norm. The labor force participation rate for females within the community is however one and half times the city rate and almost double the regional rate. For both sexes, in Back Bay, participation in the labor force has risen significantly since 1950.

Unemployed within the area is well below the general city rate. Again however the working male population corresponds to the city norm. For females the rate of unemployment is but half that recorded for females generally throughout the city.

### Employment by Occupation:

Along with the very high participation rate and low unemployment rate, the residents of Back Bay present a very specialized pattern and high level of operative skills. The proportion represented in the general category "white collar" is one third over the city norm, and higher than the regional proportion. The distribution of occupations by sex is especially significant. For females, the dominant category is "clerical" as might be expected. However the only other dominant group for females is professional-technical and the residence of females so classified is numerically greater than for males, even though this category dominates the distribution of male occupations. For



males the next leading category is the other top-ranking white collar category of "managers, proprietors and officials".

In comparison to city and regional norms the "blue collar" occupations were drastically under represented in Back Bay in 1950 and even more so in 1960. The percentage of occupations "not reported" was in Back Bay two and half times the city rate. It can be presumed that a reduction of this element and consequent redistribution of occupations would make by direct percentage comparison, the specialized distribution of Back Bay occupations look more unique.

#### Commutation to Work:

The proportion of employed residents of Back Bay who work within the city of Boston, (82%) is essentially the same as the percentage for the employed residents throughout the city. Half of the remainder have job locations across the Charles River in Cambridge as would be expected.

The means of transportation utilized in daily work trips differs radically from the general city pattern. The use of automobiles is but one-half the city average, as is work travel by bus or streetcar. The use of subway facilities is also below the city norm. However, almost one third walk to work, a proportion almost two and half times the rather high city rate of 13%. In addition, a large percentage of the Back Bay working population either use "other means", (presumably taxis, by and large), or work at home. The general conclusion must be that this area does not generate a daily worker load on transportation facilities, including streets, proportional to its high density or high labor force participation rate.



## Income and Earnings:

In view of the labor force and occupational characteristics outlined above, it is not surprising that the family income level of Black Bay is significantly higher than the average recorded for the city. The median family income in 1960 for families throughout Boston was approximately \$5750. For Black Bay, the figure was \$6450, or an average of \$700 more per year. A significant 28% of all families earn over \$10,000 per year, which is double the city wide percentage and much higher than the 21% recorded for the region as a whole. It should be noted however that the incidence of low family incomes approximate or even exceed the general city average.

Dealing with only family incomes tends to obscure the income pattern of the high proportions of unrelated individuals residing in Black Bay. The median income of families and unrelated individuals, falls far below the city wide figure of \$4260. The same proportional disparity existed in 1950. Though such data is not available, one can only surmise that incomes for unrelated individuals alone, excluding families, fall even shorter of the city norm.

Both the statistical and physical distribution of family earning power within Black Bay is noteworthy. The three census tracts south of Boylston Ave. to the New Haven Railroad have fairly low family incomes and fall within the third, (next lowest) quartile of the city income distribution. Family incomes from Boylston Ave north to Commonwealth and Marlborough Aves. are much ~~hi~~ above the city median, -- \$7435 to \$7750. The area north of Marlborough Ave. to the Charles River is even higher, (\$8850) within the first quartile of the family income distribution for the city, and over 3000 above the city median.



SCHOOLS

(Major assumption: decrease in rate of out-migration in the City as a whole.)

	<u>Assumptions</u>	<u>Abandon</u>	<u>New Construction</u>	<u>Year</u>	<u>Service Area Center</u>
<u>Back Bay</u>					
	<u>Not expected to</u> produce large numbers of public school pupils.	C.C.Perkins		1975	
		Prince	200 K-5 School	1966	On present site of State Dept. of Education Offices





# RECREATION - BACK BAY

## I. Existing Facilities

Location	Size	Site Character	Environment	Facilities	Use
----------	------	----------------	-------------	------------	-----

### Covered

None Public  
WMA on  
Huntington

### Open Intensive Active

### Open Intensive Passive

Copley Square .5 acres  
Commonwealth Ave 32 acres  
Trinity Triangle .2 acres  
32.7 tot.

### Open Extensive Active

### Regional Accessible

Boston Common 48.40 acres  
Back Bay Fens 114.60 acres  
Public Garden 24.25 acres  
Charles  
Esplanade

187.25 tot.



# RECREATION - BACK BAY

## III. Unmet Quantitative Needs

	<u>Existing</u>	<u>1960 Client</u>	<u>Standard</u>	<u>Deficiencies</u>
<u>Open Intensive Active</u>				
Tot Lots	0	0-4 age 374	.14 acres per 100	.52 acres
Playgrounds A	0	↑ 5-9 age 219	1.1 acres per 350	1.1 acres
Playgrounds B	0	↓	.2 acres per 100	.4 acres
<u>Open Intensive Passive</u>	32.7 acres	total population 18, 292	1.5 acres per 2,000	19.2 acres over standard
<u>Open Extensive Active</u>	0	10 - 19 age 1803	3.7 acres per 800	8 acres
<u>Regional</u>	187.25 acres			



## LIBRARIES

### Existing Facilities

	<u>Location</u>	<u>Age</u>	<u>Adequacy of Facility</u>
Back			
Bay	Copley Square Main Library		Library is planning to expand

## HEALTH FACILITIES

None and no need





Back Bay: Fire Stations

Existing

Back Bay, 941 Boylston

Year Built: 1888

Building Condition: 2 engine. Fair condition.

Site Characteristics: No recreation space.

Environmental: Connected to the Police Station. Prudential  
Center across.

Relation to Service Area: Inefficient - too far to serve westerly.  
Too close to South End station.

Rothermel Proposals: (3/4 - 1 mile radius)

Abandon: 1) Boylston and Hereford

New Construction: None

Rationale: (area served by new station proposals at Isabella and  
Fenway outside of GNRP)



POLICE STATIONS

EXISTING FACILITIES

<u>Location</u>	<u>Description</u>	<u>Rothermel Proposals</u>	<u>Rationale</u>
<u>Back Bay</u>	951 Boylston  Police Dept. hopes to abandon this station - traffic problem in the next few years while turnpike is being built - also old, obsolete building	No new sta- tion proposed within the GNRP.	The existing South End Station will serve Back Bay adequately.



## Back Bay GNRP: Industrial and Wholesale Space

In terms of land area, industrial and wholesale space occupy a small portion of the Back Bay, but in terms of employment these activities are surprisingly significant. The publishing plant of the Christian Science Monitor with more than 1,000 employees accounts for the major share of the employment; drug, candy, computer research, and miscellaneous other manufacturers account for the remainder of the employment.

Most of the industrial and wholesale space is in Condition B in the Back Bay. No vacancy was recorded in any of the space.

It is located primarily along Boylston Street, the only street in Back Bay which has an entirely non-residential character. Off-street loading seems adequate; the back alleys in the Back Bay permit loading from the rear. Off-street parking, although inadequate generally in the Back Bay, is probably adequate for industrial employees who should be traveling to Back Bay jobs by MTA rather than by car.

An increase in industrial space is neither likely nor desirable in the Back Bay. An increase in wholesale space may be needed, however, to service the new office and hotel space now being constructed in Back Bay. Wholesalers of restaurant equipment, office furniture, exhibition equipment, may seek locations near the Prudential Center. As the Back Bay expands as a prime office area, areas for ancillary business services and distributors will be required, not necessarily in the GNRP but in nearby locations.



# M A S T E R   S H E E T

## Back Bay GNRP

	<u>Industrial</u>	<u>Wholesale</u>	<u>Commercial</u>
Total Space	148,166	134,001	6,972,524
Vacant Space	-	-	113,179
Per cent Vacant	0	0	1.6

## Condition

### Per cent in Condition

A:	0	0	47.0
B:	80.1	100.0	46.0
C:	19.8	0	6.9
D:	<u>0</u>	<u>0</u>	<u>0.4</u>
	100.	100.	100.

### Per cent Vacant of Condition

A:	0	0	0.7
B:	0	0	2.5
C:	0	0	5.7
D:	0	0	14.3

### Per cent of all Vacant in Condition

A:	0	0	2.3
B:	0	0	73.0
C:	0	0	24.6
D:	0	0	<u>0</u>
			100.





# BACK BAY GNRP - FLOOR SPACE

## Commercial

### Condition

<u>BRA</u> <u>AREA</u>	<u>A</u> <u>Total Vacant</u>	<u>B</u> <u>Total Vacant</u>	<u>C</u> <u>Total Vacant</u>	<u>L</u> <u>Total Vacant</u>	
1	1230163				
2		50243	3000		
3	1041607	936435	5422	178409	9970 4000
4		384421	132018	13150	
5	31513	1550	10350		
6	974835	1071	1826957	77216	163573 4800
TOTALS	3,278,118	3,208,406	482,000	4,000	
	2,621	82,638	27,920		



# BACK BAY GMRP - FLOOR SPACE

## Industrial

### Condition

<u>BRA AREA</u>	<u>A</u> <u>Total Vacant</u>	<u>B</u> <u>Total Vacant</u>	<u>C</u> <u>Total Vacant</u>	<u>D</u> <u>Total Vacant</u>
1				
2		28688	11225	
3		53062	18119	
4				
5				
6		32072		
TOTALS		118,822	29,344	



MANUFACTURING WITHIN BACK BAY GMRP (R-47)

Rank order by size; and type ...

1000 plus employees	Publisher
100 - 250 employees	Candy Computer Research
25 - 100 employees	Drugs Machine Tools Rust Preventative
8 - 25 employees	Stage Draperies Incinerators Foundation Equipment Badges Diamond Tools Furniture

Total manufacturing employment: 1632

Largest: Christian Science Monitor





# BACK BAY GNRP - FLOOR SPACE

Wholesale

Condition

<u>BRA</u> <u>AREA</u>	<u>A</u> <u>Total Vacant</u>	<u>B</u> <u>Total Vacant</u>	<u>C</u> <u>Total Vacant</u>	<u>D</u> <u>Total V</u>
1				
2				
3		53664		
4				
5				
6		80337		
TOTAL		134,001		



BACK COPY

Air, Sea and Transportation

The following is a list of the names of the persons who have been identified as having been in contact with the subject of this report.

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Washington Avenue - (AT 9) - major radial - connects Brookline and  
Boston - (AT 9) - highly congested

Belmont Drive - formerly main boundary of city - a limited access  
highway serving radial traffic in the west and northwest - access to East Ave,  
GMRP from Waverston St. Ave. (AT 100) - on way south - access to Stoughton Drive  
from Quincy St. (one way north) - no local traffic - no access

Mass Turnpike - (presently under construction - will be completed by  
1965) - limited access to highway on the north side of the GMRP and  
around the South and Albany St. Interchanges - access to the  
Massachusetts Center (Huntington Avenue). A vestigial ramp is also  
proposed by the Turnpike Authority at Mass. House of Representatives. The Turnpike is  
designed as a multi-lane radial highway connecting the city to the west.



1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 84

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~~Two~~ <sup>Two</sup> ... in the ...

17. What is the name of the person who is in charge of the school?

THE UNIVERSITY OF CHICAGO PRESS





1) The junction of the Highways at ... in ...

Highway ...

2) The ... (in 1945) were ... at ... capacity which would

be ... with the opening of the Highway Branch

3) Although there has been a decline in patronage throughout the ...

... there has been practically no change in the use

... the ...

bus ...

... cross ... Massachusetts Avenue from Harvard Square

... on ...

... service

The ... the New York New Haven and Hartford Railroad passes ...

... the ...

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The ... of the ...

... the war.

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## BACK BAY SHOPPING CENTERS

### General Description

The Back Bay GNRP, being a part of central Boston, contains many commercial activities that either belong with the central business district, or draw a considerable market from areas outside the GNRP. Those convenience goods and service establishments serving strictly the local population seem too few in number and are grouped mainly at the westerly end of the GNRP.

Massachusetts Avenue is the principal shopping street of the Back Bay, having a service area of which the so-called Back Bay GNRP is only about one-half in terms of population, and which probably includes a portion of the South End and the MIT community as well. Why local shopping was established originally on Massachusetts Avenue instead of one of the arterials is not clear. But the general configuration of Massachusetts Avenue development (which runs north-south) relates poorly to that of its service area (which is elongated in an east-west direction from Arlington St. to Park Drive). The extremities of this area are a mile from Massachusetts Avenue, and with the district's low automobile ownership and woefully inadequate parking, the problem of shopping for daily needs is a difficult one for most residents.

The present Massachusetts Avenue shopping strip has two nodes: one at Boylston Street (which serves the northerly part of Back Bay, and the MIT and BU communities), and one at Huntington Ave. (which serves the institutions grouped near it plus the southerly part of Back Bay, which is inhabited by a different social group, by

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85. The eighty-fifth section contains a list of items.

86. The eighty-sixth section contains a table of data.

87. The eighty-seventh section contains a list of items.

88. The eighty-eighth section contains a table of data.

89. The eighty-ninth section contains a list of items.

90. The ninetieth section contains a table of data.

91. The ninety-first section contains a list of items.

92. The ninety-second section contains a table of data.

93. The ninety-third section contains a list of items.

94. The ninety-fourth section contains a table of data.

95. The ninety-fifth section contains a list of items.

96. The ninety-sixth section contains a table of data.

97. The ninety-seventh section contains a list of items.

98. The ninety-eighth section contains a table of data.

99. The ninety-ninth section contains a list of items.

100. The hundredth section contains a table of data.

and large, from that north of Boylston). The Globe survey considers Massachusetts Avenue perhaps erroneously, as two centers. Altogether this center seems short on strictly convenience goods outlets and long on apparel, eating, and consumer service establishments. The heavy cross town traffic on Massachusetts Avenue is a hindrance to convenient access to stores and vice versa. Off street parking is tight (except for one private lot at Mass. and Westland), but not tight enough so far to force the City to build public parking facilities. There are few vacancies - Mass. Ave. being a high demand location. There has been considerable demolition recently, but commercial redevelopment may be awaiting completion of the Prudential center nearby.

The Prudential shopping center will probably serve many of the primary and secondary shopping needs of Back Bay residents, but so far as is known, will not be strong in convenience goods outlets. It should be classed as central business and city-wide in orientation.

The small cluster of convenience establishments at the corner of Stuart and Dartmouth Streets is being truncated by the Turnpike extension. One feels this center will increasingly take on the characteristics of central business.

The St. Botolph Street area is presently served by strip shopping along the southerly side of Huntington Avenue. The current speculation that this frontage is in line for private redevelopment as a consequence of Prudential construction across the street suggests that this strip will also change character to a city-wide orientation.





### Suggestions for Future Shopping

The poor physical relationship of the Mass. Ave. shopping strips to its service area as well as the paucity of convenience goods outlets in the area suggests the need for development of three small compact centers to be devoted strictly to convenience goods and services for the local population. One should serve the present GNRP (or that part of it north of Boylston, and should be located along Newbury Street between Exeter and Fairfield). Another is needed to cover the area between the Fens and the Brookline line and to supplement Kenmore Square. (This is outside the GNRP) A third should serve the remaining areas - those lying between Prudential, the Fenway, and the New Haven Railroad, including a considerable institutional population. This third center should be located somewhere near the intersection of Huntington and Mass. Ave. (the present focal point of southerly back Bay), perhaps as a redevelopment of old commercial uses in the present center. But unlike the Mass. Ave. strip, this new center should have an east-west orientation to correspond with that of its service area.

One feels that the future of most of the Mass. Ave. strips lies in the direction of activities serving a greater than local market, including the ever increasing institutional population that is tending to surround it. Since Mass. Ave. must remain an important thoroughfare, even after construction of the Inner Belt, new commercial development in the strip should be "nonstriplike" in its design- i.e. should have depth as well as frontage and perhaps off street parking



and access from the rear.

Despite the fact that the C.M.T. declined in population some 14 percent between 1950 and 1960, need for new shopping facilities can be justified because of the centrality of the area and the incipient return to the city movement on the part of suburban families.



## Back Bay GNRP Shopping Demand

Total households in GNRP 1960 = 8810

families 2741, avg. family income =  $\$23005/2741 = \$8700$

individuals 5076, avg. individuals income about  $\$6000$  assume gross income for

GNRP =  $23,865 + 30,500 = 54,400,000$

avg. income per household =  $54,400/8818 = \$6160$  call  $\$6200$

avg. expend. for non durable goods = 30% gross income =  $\$2350$

avg. expend. for services = 31% " " = 1900

## Local Consumer Expenditures per Household

| Type of shopping            | % of gross income<br>6.82 | % of gross income<br>30% | \$ expend<br>per hshld | local<br>assign. | \$ expend<br>local per hshld |
|-----------------------------|---------------------------|--------------------------|------------------------|------------------|------------------------------|
| convenience goods           | 35.45                     | 20.20                    | 1253                   | 80               | 1000                         |
| dept. store & apparel       | 17.43                     | 9.90                     | 615                    | 40               | 245                          |
| furn. household, eat, drink | 6.06                      | 3.45                     | 214                    | 40               | 85                           |
| automotive                  | 7.88                      | 4.43                     | 278                    | 40               | 110                          |
| sub total                   |                           | 30.00                    | 2360                   |                  | 1440                         |
| pers. serv.                 |                           |                          | 140                    | 05               | 120                          |
| total                       |                           |                          | 2500                   |                  | 1560                         |

## Theoretical Local Retail Space Needs

| Type of shopping             | \$ expend<br>in GNRP<br>(000) | Sales \$<br>per sq ft | sq.ft.sales<br>area req'd | non sales<br>factor | total floor<br>space req. |
|------------------------------|-------------------------------|-----------------------|---------------------------|---------------------|---------------------------|
| convenience goods            | 820                           | 100                   | 8,000                     | 1.4                 | 123,000                   |
| dept. store & apparel        | 2160                          | 65                    | 33,000                    | 1.3                 | 43,000                    |
| furn., household, eat, drink | 750                           | 160                   | 4,700                     | 2.0                 | 9,500                     |
| automotive                   | 970                           | 60                    | 16,300                    | 2.0                 | 32,500                    |
| pers. service                | 1060                          | 60                    | 18,000                    | 1.3                 | 23,000                    |
| total                        | 13760                         |                       | 160,000                   |                     | 231,000                   |

The above estimate applies only to demand of local households within GNRP. Only one half of Mass. Ave shopping area is in GNRP. Service area pop. of entire center is probably double that for GNRP, but this population shops in many surrounding centers as well. The above estimate of demand is practically meaningless because of the centrality of the Back Bay and peculiarity of its residents.



Back Bay Shopping Centers

| <u>Number</u>           |             | <u>Name of Center</u>       | <u>No. of Stores</u> |             |
|-------------------------|-------------|-----------------------------|----------------------|-------------|
| <u>1962</u>             | <u>1956</u> |                             | <u>1962</u>          | <u>1956</u> |
| 17                      | 104         | Stuart and Dartmouth        | 62                   | 50          |
| 21                      | 38          | Mass. Ave. and Boylston     | 236                  | 239         |
| 22                      | 103         | Huntington and W. Newton    | 76                   | 75          |
| 73                      | 61          | Huntington and Mass. Avenue | 99                   | 94          |
| Total number of estabs. |             |                             | 473                  | 466         |







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